

VERSION, WITH MARKINGS TO SHOW CHANGES MADE

1. (Thrice Amended) A system for launching an advertisement on a computer, comprising:

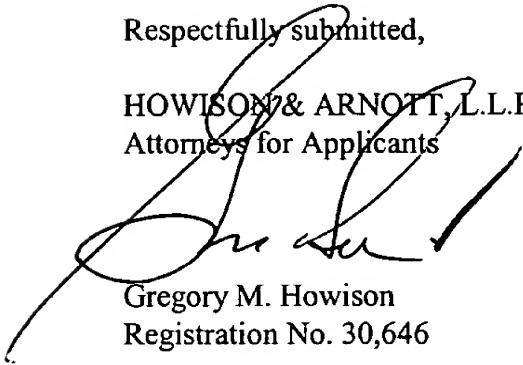
a computer having an audio input interface and a display;

5 an audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein [an] advertisement information; and

a computer program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source [for reproducing said advertisement upon said display] to allow said computer program to be controlled by
10 said advertisement information.

Respectfully submitted,

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